



09
Honda **FIT**



COLOSSUS OF CAPABILITY!

It commands respect. And admiration. An urban accomplice housed in five doors. Turn the key and 1.5 liters of pent-up energy spring into action. Change up the seating and challenges back down. This is Fit. A city's greatest champion.

POWER BELONGS TO THOSE WHO USE IT!

Accomplishments define us. So to get more done, everything has to have multiple uses. And be ready to change at a moment's notice. Enter the all-new 2009 Honda Fit. A small car with surprisingly big capabilities. So grab the wheel. The next move is up to you.



Fit Sport shown in Orange Revolution Metallic.

END URBAN CRAWL!

Let's expand our expectations. Let's rally behind innovation. And make choices that will benefit everyone. Imagine a subcompact that can comfortably carry five plus all their gear. A super-efficient 4-cylinder engine¹ that runs and runs. And a fierce-looking design that'll get lots of attention. It's time to start thinking about the vehicles we drive.



Fit Sport shown in Orange Revolution Metallic.



Fit Sport shown with Black Fabric and available Honda Satellite-Linked Navigation System™²

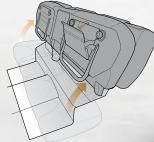
THE POSSE FACTOR!

Friends. Family. Pets. Stuff. They all come with you. So why not give them their space? With Fit's 2nd-row Magic Seat[®] you can create multiple seating configurations that'll accommodate practically any situation. And if you and four of your posse decide to head out, Fit can accommodate them too. Comfortably seating five with more than 20 cubic feet of storage in the back.

TALL MODE

Ready for some magic? Flip up Fit's 2nd-row Magic Seat and presto—over 4 feet of space from floor to ceiling. And as tempting as it may be to see how many friends you can fit in a Fit, this space is reserved for non-human cargo only.

Secret storage compartment



UTILITY MODE

Ditch the delivery truck. With 57 cubic feet of smooth flat space, you can haul your own stuff. Just fold the Magic Seat down and start packing. A low floor height and huge rear hatch make it easy to load and unload.

Honda reminds you to properly secure items stored in the cargo area.



LONG MODE

Fold the front passenger and right side of the rear seat down. Slide in your favorite surfboard, ladder, rolled-up rug or totem pole. (Anything up to 7'9" will be allowed to ride.) And since the rear seat is a 60/40 split, there's even room for a roadie in the back.

PEOPLE MODE

All seatbacks up. And prepare to seat five. Fit may be power-packed with capability, but sometimes, it's the human bond that carries the day.



UPTOWN INTERIOR

High-quality materials are the beginning. Add a highly developed attention to detail. An impressive fit and finish is the result.

DIALED IN

Easy to see. Easy to read. And at night, everything takes on a sophisticated blue ambience. (The silver border around the instrument cluster practically glows.) To keep the mood going, a separate gauge monitors current and average fuel consumption.



LONG-DISTANCE CRUISIN'

Fit Sport's cruise control was made for road trips. Simply set the system using the steering wheel-mounted controls and off you go.



COMFORT IS PERSONAL

Power windows, mirrors and door locks may be unexpected. Supportive seats may be uncommon. But a tilt and telescopic steering column? Here, it's all about adjusting to you.

NO CUP RUNNETH OVER

With 10 beverage holders, cleanliness and proper hydration go without saying.

Fit Sport shown with Black Fabric and available Honda Satellite-Linked Navigation System.²

ASPHALT TRACKER!

It's instinctive and responsive. Punch in an address and almost instantly the available Honda Satellite-Linked Navigation System² with voice recognition will point you in the right direction. Voice prompts actually give you turn-by-turn instructions. But what if you're looking for a place to go? Fit has over 7 million suggestions in its huge database.* And since voice recognition also controls most navigation- and audio-system functions, you can confidently drive to your destination without taking your hands off the wheel.



*Some roads unverified. See the navigation system owner's manual for more details on coverage.

Fit Sport shown with available Honda Satellite-Linked Navigation System.²

MUSIC METROPOLIS!

Play your favorites. The Fit's 160-watt audio system has MP3 and Windows Media® Audio³ (WMA) playback capability, Radio Data System (RDS) and a CD text display. An auxiliary input jack connects you to the portable music world, as does a digital audio-card reader on navigation-equipped models.² Open the upper glove compartment on Fit Sport and you'll find Honda's USB Audio Interface,⁴ a port that lets you operate your digital player through the audio-system controls while at the same time charging up its battery.

Drive responsibly. Some state laws prohibit the operation of handheld electronic devices while operating a vehicle. For safety reasons, always launch your audio application or perform any other operation on your phone or audio device only when your vehicle is safely parked.

Fit Sport shown in Storm Silver Metallic.



Fit Sport shown in Blue Sensation Pearl.



POUR ON THE ENERGY!

Whether it's steering around potholes or double-parked cars, speeding up to pass a slow-moving bus, or stopping to avoid an oblivious camera-laden tourist, Fit performs. Head out to the open road and Fit Sport's available steering wheel-mounted paddle shifters respond lightning-fast. So the next time you need to get somewhere pronto, remember: The Fit is go.



RACE-INSPIRED PADDLE SHIFTERS

Sharpen your reaction time. Tap the + side to upshift, the – side to downshift. Or if you prefer, wrap your hands around Fit Sport's leather-wrapped steering wheel and experience the precise response of an available 5-speed automatic transmission. A 5-speed manual transmission is geared for those who can't resist shifting with a clutch.



AWESOME 16-INCH ALLOY WHEELS

At first glance, you think eye candy. After a couple of miles, you quickly realize that these lightweight beauties help deliver the feel that makes Fit Sport irresistible.

RIDE-ENHANCING SUSPENSION

Small may be beautiful. But it's also comfortable. And extremely nimble. Thanks to an independent front and torsion-beam rear suspension that's precision-tuned.



FEISTY 117-HP i-VTEC® ENGINE

Ever wonder how Honda gets so much out of a 4-cylinder? Technology. Specifically its i-VTEC technology, which delivers more horsepower over a broader range. Fit also keeps its edge with a Drive-by-Wire™ throttle system for smooth acceleration.

Fit Sport shown in Orange Revolution Metallic.



FUEL

ONE WAY

CAR WASH

SUPER SIPPER!

With a rating of 28 mpg city and 35 mpg highway,*¹ life suddenly changes. Commutes become more pleasant. Saturday errands are no longer the chore they once were. And your wallet? Why, it feels fuller, more substantial in your pocket or purse. Maximum satisfaction. Minimum cost.

*Base Fit with 5-speed automatic transmission only.

Fit Sport shown in Storm Silver Metallic.



Fit Sport shown in Blackberry Pearl.

SAFETY CONTENTS!

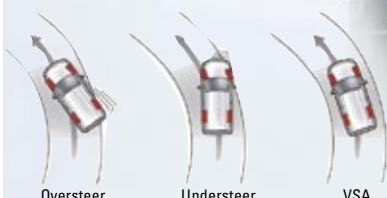
We want you and your passengers to feel safe. That's why we pack so much safety technology (and thinking) into every Honda. Take a look. It offers six airbags,* active front head restraints and a host of additional standard safety features. Good news for everyone.

ACTIVE FRONT HEAD RESTRAINTS

Designed to move up and forward in a rear collision, active front head restraints help reduce the likelihood of whiplash injuries in certain rear impacts.

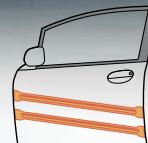
ABS WITH EBD

The anti-lock braking system (ABS) is arguably the most effective way to maintain steering control during hard braking. So naturally it's standard. As is Electronic Brake Distribution (EBD), a sensory system that monitors and calculates weight balance, and adjusts brake force accordingly.



VEHICLE STABILITY ASSIST™

VSA® helps sense oversteer and understeer, and responds by adjusting brake pressure and/or reducing engine power. Look for it on Fit Sport models with available navigation.²



SIDE-IMPACT DOOR BEAMS

Four doors. Four more ways to help protect you and your passengers in a side-impact collision. High-tensile steel beams are welded into the doors.



ACE™ BODY STRUCTURE

Exclusive to Honda, Fit's Advanced Compatibility Engineering™ (ACE) body structure directs crash energy away from the passenger cabin in a frontal impact. It also helps minimize misalignment with different-sized vehicles.



AUTOMATIC TENSIONING SEAT BELTS

An automatic seat-belt tensioning system helps hold the front-seat occupants securely in a collision. The system is triggered by the same sensors that deploy the airbags.



FRONT AIRBAGS

Dual-stage, dual-threshold front airbags deploy at one of two rates and thresholds, depending on the severity of the impact, seat-belt use and other factors.

SIDE AIRBAGS WITH OPDS

The passenger's front side airbag features our Occupant Position Detection System (OPDS) to help prevent the side airbag from deploying if its sensors detect a child or small-statured person in the airbag's path of deployment.

SIDE CURTAIN AIRBAGS

Help lessen head or neck injuries in the chance of a sufficient side collision.

*Honda reminds you and your passengers to always buckle up. Children 12 and under are safest when properly restrained in the rear seat.

Front airbags inflate and deflate in a fraction of a second.

**"WE ONLY HAVE ONE FUTURE,
AND IT WILL BE MADE OF OUR DREAMS."**

—Soichiro Honda

A dream is a view of the world not as it is, but as it could be. For 60 years, Honda has encouraged its associates to aim beyond what is currently possible. All for the purpose of progressing human mobility. This spirit has resulted in advances in environmental technology, like the hydrogen fuel cell FCX Clarity, that brings us closer to a future filled with



blue skies. It guides us as we strive to exceed government safety regulations and has led to industry-changing innovations on the ground, in the water, and, with the HondaJet™ in the air. And it pushes us to use premier race circuits as testing grounds for our ideas. Moving forward, our minds are open to new ideas, no matter where they come from. Because you never know what will be until you discover what can be. dreams.honda.com



Fit Sport shown in Milano Red.

MASTER OF MAGNETISM!

Fit attracts attention. Especially when you give it your own spin with accessories like performance-oriented 16" alloy wheels, an aggressive sport grille and carbon-fiber accents. Naturally, they're all Honda Genuine Accessories, so they're backed by Honda.³ And available at your dealer. The hub of all Fit activity.



CARBON B-PILLAR TRIM

MT SPORT PEDALS

16" ALLOY WHEELS



DOOR VISORS

CHROME EXHAUST



DOOR SILLS



INTERIOR AMBIENT LIGHT



ARMREST WITH STORAGE



INTERIOR TRIM



STEERING WHEEL COVER

MORE ACCESSORIES:

- Body side molding
- Cargo cover, tray and net
- Floor mats (carpet/all-season)
- Remote entry system (Base Fit only)
- Nose mask
- Remote engine starter (Sport only)
- Security system (Base Fit only)
- Shift knobs
- Splash guards (Base Fit only)
- USB Audio Interface⁴ (Base Fit only)

Fit shown in Blue Sensation Pearl with available accessories.

ENGINEERING

	FIT	FITSport
Engine Type	In-Line 4-Cylinder	In-Line 4-Cylinder
Engine Block/Cylinder Head	Aluminum-Alloy	Aluminum-Alloy
Displacement (cc)	1497	1497
Horsepower @ rpm (SAE net)	117 @ 6600	117 @ 6600
Torque (lb·ft @ rpm)	106 @ 4800	106 @ 4800
Redline (rpm)	6800	6800
Bore and Stroke (mm)	73 x 89.4	73 x 89.4
Compression Ratio	10.4:1	10.4:1
Valve Train	16-Valve SOHC i-VTEC®	16-Valve SOHC i-VTEC
Multi-Point Fuel Injection	•	•
Drive-by-Wire™ Throttle System	•	•
Front-Wheel Drive	•	•
CARB Emissions Rating	ULEV-2	ULEV-2
Direct Ignition System with Immobilizer	•	•
100K +/- Miles No Scheduled Tune-Ups*	•	•

TRANSMISSIONS

5-Speed Manual Transmission		
Gear Ratios: 1st: 3.308, 2nd: 1.870, 3rd: 1.303, 4th: 0.949, 5th: 0.727, Reverse: 3.308, Final Drive: 4.62	•	•
5-Speed Automatic Transmission (available)	•	with Dual-Mode Paddle Shifter System
Gear Ratios: 1st: 2.996, 2nd: 1.679, 3rd: 1.067, 4th: 0.761, 5th: 0.552, Reverse: 1.957, Final Drive: 4.56		

BODY/SUSPENSION/CHASSIS

Unit-Body Construction	•	•
MacPherson Strut Front Suspension	•	•
Torsion-Beam Rear Suspension	•	•
Stabilizer Bar (mm, front/rear)	22.0/NA	22.0/17.0
Electric Power-Assisted Rack-and-Pinion Steering (EPS)	•	•
Steering Wheel Turns, Lock-to-Lock	2.48	2.48
Steering Ratio	12.7:1	12.7:1
Turning Diameter, Curb-to-Curb (ft)	34.4	34.4
Power-Assisted Ventilated Front Disc/Rear Drum Brakes (in, front/rear)	10.3/7.9	10.3/7.9
Wheels	15" with Full Covers	16" Alloy
All-Season Tires	175/65 R15 84S	185/55 R16 83H
Compact Spare Tire	•	•

INTERIOR MEASUREMENTS

Headroom (in, front/rear)	40.4/39.0	40.4/39.0
Legroom (in, front/rear)	41.3/34.5	41.3/34.5
Shoulder Room (in, front/rear)	52.7/51.3	52.7/51.3
Hiproom (in, front/rear)	51.5/51.3	51.5/51.3
Cargo Volume (cu ft, seat up/down)	20.6/57.3	20.6/57.3
Passenger Volume (cu ft)	90.8	90.8
Seating Capacity	5	5

*Does not apply to fluid and filter changes. May vary with driving conditions. See your owner's manual for more details.



www.kbb.com

Every Honda is a smart value thanks to timeless design, great reliability and extended maintenance intervals. Check out our Best Resale Value Awards⁷ from Kelley Blue Book's kbb.com, Best Overall Value Awards from IntelliChoice⁸ and—for the fifth year in a row—Industry Brand Residual Value Award from Automotive Lease Guide.⁹



Your dealer's team of trained technicians is at the ready to help keep your Honda in superb shape. All 2009 Honda vehicles—and any Honda Genuine Accessories installed at the time of purchase—are covered by the 3-year/36,000-mile New-Vehicle Limited Warranty.⁵ Plus, Honda cars and trucks are covered by a 5-year/60,000-mile Limited Powertrain Warranty,⁵ too. For more information or assistance, see your Honda dealer or please give us a call at 1-800-33-Honda.

COMFORT & CONVENIENCE

	FIT	FITSport
Air Conditioning with Air-Filtration System	•	•
Honda Satellite-Linked Navigation System ¹⁰ with Voice Recognition		Available
Power Windows with Auto-Up/Down Driver's Window	•	•
Power Door Locks	•	•
Cruise Control w/Illuminated Steering Wheel-Mounted Controls		•
Perforated Leather-Wrapped Steering Wheel		•
Steering Wheel-Mounted Paddle Shifters		5AT only
Tilt and Telescopic Steering Column	•	•
Beverage Holders (10 total)	•	•
Door-Pocket Storage Bins, Front	•	•
Passenger-Side Seatback Pocket	•	•
Headlights-On Reminder	•	•
Driver's and Front Passenger's Vanity Mirrors	•	•
Map Lights		•
12-Volt Power Outlet	•	•
Cargo Area Tie-Down Anchors	2	4
Cargo Area Bag Hooks	•	•
Cargo Area Storage Pocket	•	•
Rear Window Defroster	•	•
Cargo Area Light	•	•

SEATING

Reclining Front Seatbacks	•	•
Adjustable Head Restraints	•	•
60/40 Split 2nd-Row Magic Seat® with Underseat Storage Compartment	•	•

AUDIO SYSTEMS

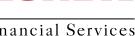
160-Watt AM/FM/CD Audio System	with 4 Speakers	with 6 Speakers
Radio Data System (RDS)	•	•
MP3/Windows Media® Audio ³ (WMA) Playback Capability	•	•
MP3/Auxiliary Input Jack	•	•
USB Audio Interface ⁴	•	•
CD Text Display Capability	•	•
Digital Audio-Card Reader		with Navigation
Speed-Sensitive Volume Control (SVC)	•	•

INSTRUMENTATION

Multi-Information Display (MID)	•	•
Maintenance Minder™ System	•	•
Blue Backlit Gauges	•	•
Tachometer	•	•
Sport-Mode Gear Indicator		5AT only
Digital Odometer and Trip Meter	•	•
Current and Average Fuel Consumption Indicators	•	•
Door-Open Indicator	•	•
Low-Fuel and Low-Oil Pressure Indicators	•	•



Honda Care® is a highly affordable, comprehensive vehicle and travel protection plan backed by Honda reliability, service and parts. Please see your dealer for all the details.



Whether you buy or lease a Honda vehicle, Honda Financial Services can assist you with the process. Please ask your dealer which lease or purchase plan best suits your needs.



Looking for a way to express your individuality? Then ask your dealer about Honda Genuine Accessories. They've been designed, engineered and tested to meet the same exacting standards as your new vehicle. They're a high-quality way to make your Honda an expression of your one-of-a-kind personality.

SAFETY	FIT	FITS SPORT
3-Point Seat Belts at All Seating Positions	•	•
Front 3-Point Seat Belts with Automatic Tensioning System	•	•
Adjustable Front Seat Belt Anchors	•	•
Driver's and Front Passenger's Seat-Belt Reminder	•	•
Dual-Stage, Dual-Threshold Front Airbags (SRS)	•	•
Front Side Airbags with Passenger-Side Occupant Position Detection System (OPDS)	•	•
Side Curtain Airbags	•	•
Driver's and Front Passenger's Active Head Restraints	•	•
Advanced Compatibility Engineering™ (ACE™) Body Structure	•	•
Anti-Lock Braking System (ABS)/Electronic Brake Distribution (EBD)	•	•
Vehicle Stability Assist™ (VSA®) with Traction Control		with Navigation
Tire Pressure Monitoring System® (TPMS)	•	•
Daytime Running Lights (DRL)	•	•
Side-Impact Door Beams	•	•
Outboard Lower Anchors and Tethers for Children (LATCH)	•	•
Child-Proof Rear Door Locks	•	•

EXTERIOR MEASUREMENTS

Wheelbase (in)	98.4	98.4
Length (in)	161.6	161.6
Height (in)	60.0	60.0
Width (in)	66.7	66.7
Track (in, front/rear)	58.7/58.1	58.1/57.4
Curb Weight (lbs, MT/AT)	2489/2575	2520/2604
Weight Distribution (% front/rear, MT)	62/38	62/38
Weight Distribution (% front/rear, AT)	64/36	64/36

EPA MILEAGE ESTIMATES¹/FUEL CAPACITY

5-Speed Manual (City/Hwy/Combined)	27/33/29	27/33/29
5-Speed Automatic (City/Hwy/Combined)	28/35/31	27/33/30
Crankcase (qt)	4.4	4.4
Coolant System (qt)	5.1	5.1
Fuel (gal)	10.6	10.6
Required Fuel	Regular Unleaded	Regular Unleaded

EXTERIOR FEATURES

Roof-Mounted Antenna	•	•
Security System with Remote Entry		•
Body-Colored Folding Power Side Mirrors	Black	•
2-Speed/Intermittent Windshield Wipers	•	•
Rear Window Wiper/Washer	•	•
Impact-Absorbing Body-Colored Bumpers	•	•
Fog Lights		•
Multi-Reflector Halogen Headlights	with Dark Gray Bezels	with Tinted Chrome Bezels
Body-Colored Underbody Kit and Rear Roofline Spoiler		•
Chrome Exhaust Finisher		•

¹Based on 2009 EPA mileage estimates, reflecting new EPA fuel economy methods beginning with 2008 models. Use for comparison purposes only. Do not compare to models before 2008. Your actual mileage will vary depending on how you drive and maintain your vehicle. ²The Honda Satellite-Linked Navigation System is available on Sport models in the United States, except Alaska. See your Honda dealer for details. ³Windows Media® is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries. ⁴The USB Audio Interface is used for direct connection to and control of some current digital audio players and other USB devices that contain MP3, WMA or AAC music files. Some USB devices with security software and digital rights-protected files may not work. Please see your dealer for details on compatibility.

⁵**3-Year/36,000-Mile Limited Warranty, 5-Year/60,000-Mile Limited Powertrain Warranty.** Ordinary maintenance or adjustments, parts subject to normal wear and replacement, and certain items are excluded. See your Honda dealer for terms and conditions of the limited warranties.

⁶For optimal tire wear and performance, tire pressure should be checked regularly with a gauge. Do not rely solely on the monitor system. See your owner's manual for details. ⁷Kelley Blue Book's kbb.com awarded Honda three Best Resale Value Awards for the 2008 Civic, the 2008 Civic Hybrid and the 2008 Odyssey. www.kbb.com/bvra08. Vehicle's projected resale value is specific to the 2008 model year. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ⁸Based on 2008 model-year study. IntelliChoice® Inc. www.intellichoice.com. ⁹Automotive Lease Guide, 2008 Industry Brand Residual Value Award. **Always use seat belts and appropriate child seats. Children 12 and under are safest when properly restrained in the rear seat.** Specifications, features, illustrations and equipment shown in this brochure are based upon the latest available information at the time of printing. Although descriptions are believed to be correct, accuracy cannot be guaranteed. American Honda Motor Co., Inc., reserves the right to make changes at any time, without notice or obligation, in colors, specifications, accessories, materials and models. Some features mentioned herein are not available in all areas. See your Honda dealer for details. Some vehicles may be shown with optional equipment. Available = Optional. All images contained herein are either owned by American Honda Motor Co., Inc., or used under a valid license. It is a violation of federal law to reproduce these images without express written permission from American Honda Motor Co., Inc., or the individual copyright owner of such images. Honda Financial Services is a DBA of American Honda Finance Corporation. Honda, the H-mark symbol, Honda Care, Honda Satellite-Linked Navigation System, HondaJet, Advanced Compatibility Engineering, ACE, Drive-by-Wire, Magic Seat, Maintenance Minder, Vehicle Stability Assist, VSA and i-VTEC are trademarks of Honda Motor Co., Ltd. © 2008 American Honda Motor Co., Inc.



THE FIT IS GO!

Fit Sport shown in Crystal Black Pearl.